

ORDER



Orders
Order / Rev: 704175 - 3
Alt Order #: 06261144
Product Desc: AMRCNS 4 PROSPERITY
Estimate: 1865
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 08/02/12 / 08/15/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact: Elise Cloyd
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans For Prosperity
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	91	\$124,740.00	\$106,029.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	91	\$124,740.00	\$106,029.00	0.00
Totals	91	\$124,740.00	\$106,029.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/15/12	08/17/12	M-F 6-7a 6-7a 10 News	CM	6-7a -- WTF--	:30	6	\$360.00	P-2	0.00	NM	6	\$2,160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-- WTF--		6		\$360.00		0.00				
2	WTSP	08/15/12	08/17/12	CBS This Morning CBS This Morning	CM	7-9a -- WTF-- (7:00 AM-8:00 AM)	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-- WTF--		3		\$360.00		0.00				
3	WTSP	08/15/12	08/17/12	CBS This Morning CBS This Morning	CM	7-9a -- WTF-- (8:00 AM-9:00 AM)	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-- WTF--		3		\$360.00		0.00				
4	WTSP	08/15/12	08/17/12	M-F 9-930a 10 News, 9a 10 News, 9am	CM	9-9:30A -- WTF--	:30	3	\$280.00	P-2	0.00	NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-- WTF--		3		\$280.00		0.00				
5	WTSP	08/15/12	08/17/12	M-F 930-10a Millionaire M, W, F/Paid T, Th	CM	930-10a -- W- F--	:30	3	\$280.00	P-2	0.00	NM	3	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-- W- F--		3		\$280.00		0.00				
6	WTSP	08/15/12	08/17/12	Price Is Right Price Is Right	CM	11a-12p -- WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-- WTF--		3		\$1,200.00		0.00				

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTSP	08/15/12	08/17/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--WTF--	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	--WTF--		3			\$1,100.00		0.00				
8	WTSP	08/15/12	08/17/12	M-F 4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	--WTF--		3			\$800.00		0.00				
9	WTSP	08/15/12	08/17/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	--WTF--		3			\$800.00		0.00				
10	WTSP	08/15/12	08/17/12	7-730p Inside Edition	CM	7-730p	--WTF--	:30	6	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	--WTF--		6			\$600.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WTSP	08/13/12-08/19/12		7-730p		7-730p	--WThF----	:30		(\$600.00)		0.00	NM		
	Credited [mg line 34]														
5	WTSP	08/13/12-08/19/12		7-730p		7-730p	--WThF----	:30		(\$600.00)		0.00	NM		
	Credited [mg line 34]														
11	WTSP	08/15/12	08/17/12	730-8p Millionaire	CM	730-8p	--WTF--	:30	6	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	--WTF--		6			\$1,200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WTSP	08/13/12-08/19/12		730-8p		730-8p	--WThF----	:30		(\$1,200.00)		0.00	NM		
	Credited [mg 35-36]														
4	WTSP	08/13/12-08/19/12		730-8p		730-8p	--WThF----	:30		(\$1,200.00)		0.00	NM		
	Credited [mg 35-36]														
12	WTSP	08/15/12	08/17/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	--WTF--	:30	6	\$2,600.00	P-2	0.00	NM	6	\$15,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	--WTF--		6			\$2,600.00		0.00				
13	WTSP	08/16/12	08/16/12	Thu Prime C Person of Interest	CM	Thu 10-11p	---T---	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	---T---		1			\$8,000.00		0.00				
E 14	WTSP	08/17/12	08/17/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p	----F--	:30	1	\$6,000.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	----F--		1			\$6,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTSP	08/13/12-08/19/12		Bucs Primetime Game		730-1030p	----F--	:30		(\$6,000.00)		0.00	NM		
	Credited [MOVE TO LINE 37 DUE TO BLACKOUT]														
E 15	WTSP	08/17/12	08/17/12	Bucs Primetime Game Bucs Primetime Game	CM	730-1030p	----F--	:30	2	\$6,000.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	----F--		2			\$6,000.00		0.00				

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WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
28	WTSP	08/20/12	08/21/12	M-F 4-5p Dr. Phil	CM	4-5p MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	MT-----		2		\$800.00		0.00				
29	WTSP	08/20/12	08/21/12	M-F 5-530p 5-530p 10 News	CM	5-530p MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	MT-----		2		\$800.00		0.00				
30	WTSP	08/20/12	08/21/12	7-730p Inside Edition	CM	7-730p MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	MT-----		4		\$600.00		0.00				
31	WTSP	08/20/12	08/21/12	10 News Special 10 News Special	CM	10 News Special MT-----	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	MT-----		4		\$1,200.00		0.00				
32	WTSP	08/20/12	08/21/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p MT-----	:30	4	\$2,600.00	P-2	0.00	NM	4	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	MT-----		4		\$2,600.00		0.00				
33	WTSP	08/21/12	08/21/12	Tue Prime C The Mentalist	CM	10-11p -T-----	:30	2	\$8,000.00	P-2	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	-T-----		2		\$8,000.00		0.00				
E 34	WTSP	08/17/12	08/17/12	Bucs Pre-Game Bucs Pre-Game	CM	Bucs Pre-Game ----F--	:30	1	\$1,200.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	----F--		1		\$1,200.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WTSP	08/13/12-08/19/12	Bucs Pre-Game		Bucs Pre-Game		----F--	:30	(\$1,200.00)	0.00	NM		
	Credited [MOVE TO LINE 38 DUE TO BLACKOUT]													
35	WTSP	08/19/12	08/19/12	Face the Nation Face the Nation	CM	Sun 1030-1130a -----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		1		\$1,600.00		0.00				
36	WTSP	08/20/12	08/21/12	M-F 530-6p 10 News at 530p	CM	530-6p MT-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	MT-----		1		\$800.00		0.00				
N37	WTSP	08/17/12	08/17/12	Bucs Overnight Game Bucs Overnight Game	CM	Overnight ----F--	:30	3	\$6,000.00	P-4	0.00	NM	3	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	----F--		3		\$6,000.00		0.00				
N38	WTSP	08/17/12	08/17/12	7-730p Inside Edition	CM	7-730p ----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
	Week:	08/13/12	08/19/12	----F--		1		\$1,200.00		0.00				
Totals												91	\$124,740.00	